



WPTV

ORDER

Print Date 08/21/12

Page 1 of 2

Flight Dates **08/10/12-08/14/12**Contract / Revision **307536 /**Original Date / Revision
08/09/12 08/09/12Advertiser **Weinroth / Non / PBC Proper**Agency **Palm Media**Buying Contact**1924 Ferdinand St.
Coral Gables, FL 33134**Primary Account Executive
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Product**Weinroth for Property Appraiser**Agency Com 15%Billing Contact**1924 Ferdinand St.
Coral Gables, FL 33134**Sales Office WPTVLSales Region LOCAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes POL POL CANDProduct Codes PLPriority DEFAdvertiser Ref

Order Share 100% Market Value 10300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	15	\$8,755.00	\$10,300.00	0.00
Totals	15	\$8,755.00	\$10,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	15	\$8,755.00	\$10,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	08/10/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----F--		1		\$850.00		0.00					
N 2	WPTV	08/10/12	08/10/12	Oly Daytime Daytime/Olympics	CM	10a-5p	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----F--		1		\$650.00		0.00					
N 3	WPTV	08/11/12	08/12/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	10a-6p (10:00 AM-6:00 PM)	-----SS	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00



WPTV

Print Date: 08/21/12

Page 2 of 2

Contract / Revision **307536** Flight Dates **08/10/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Weinroth / Non / PBC Prop** Product **Weinroth for Property Appr** Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	08/11/12	08/12/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	10a-6p (10:00 AM-6:00 PM)	-----SS	:30	5	\$550.00	P-3	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----SS					5	\$550.00		0.00		
N 4	WPTV	08/10/12	08/10/12	M-F 5-6a M-F 5-6a	CM	5-6a	----F--	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	----F--					1	\$250.00		0.00		
N 5	WPTV	08/13/12	08/13/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$250.00	FX	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$250.00		0.00		
N 6	WPTV	08/13/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	MT-----	:30	2	\$850.00	FX	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$850.00		0.00		
N 7	WPTV	08/13/12	08/14/12	M-F 7-9a Today Show	CM	7-9a	MT-----	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$900.00		0.00		
N 8	WPTV	08/13/12	08/13/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$800.00	FX	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$800.00		0.00		
N 9	WPTV	08/13/12	08/13/12	M-F 630-7p NBC Nightly	CM	630-7p	M-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$1,250.00		0.00		
													Totals	15 \$10,300.00